

NATURAL LIGHT INTERNATIONAL DESIGN COMPETITION

A CHALLENGE BY THE VELUX GROUP AND LITTLE SUN



3 November 2014

Design Competition brings sustainable light to Africa

For nearly 75 years, the VELUX Group has worked to improve living conditions around the world by bringing daylight into people's homes. To mark this milestone, the VELUX Group is partnering with Little Sun, a social business and global project founded by internationally renowned artist Olafur Eliasson and engineer Frederik Ottesen, to improve living conditions for people in areas of the world without electricity. In a global competition, design students from around the world are invited to bring sustainable light to off-grid areas in Africa by designing a Little Sun special edition solar lamp.

As an experienced producer of sustainable and engaging lighting solutions for off-grid African communities, Little Sun is the perfect partner for the VELUX Group; a company which has devoted almost 75 years to bringing daylight into the lives of people by manufacturing a wide range of solutions for homes, such as the well-known roof windows and modular skylights.

Together, the two companies are proud to present the international design competition *Natural Light*. Design students from all over the world are invited to create a special edition solar lamp for the VELUX Group and Little Sun in honor of the 75th anniversary. 29,000 units of the winning design will be produced, and a substantial amount of lamps will be sold in off-grid regions of Africa at locally affordable prices, like the original Little Sun lamp.

"Through *Natural Light*, we're giving design students a unique opportunity to have their own creations produced and marketed globally. For the winning designer, this is a great showcase. But more importantly, the designer will help provide sustainable light and fresh air to

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homes that were previously lit by smoking kerosene lamps – if they had light at all,” says Michael K. Rasmussen, Marketing Director of the VELUX Group.

Design that transcends continents

The Little Sun project brings not only light – but also livelihoods – to off-grid areas of the world. Little Sun addresses the need for light in a sustainable way that benefits off-grid communities by working with local entrepreneurs, creating local jobs, and generating local profits.

“To promote solar power is to invest in radical change for the lives of many – while at the same time caring for the planet we all share. Holding hands with the sun is holding hands with the future. Access to energy and light allows you to determine the direction of your life. We are thrilled to be working with the VELUX Group on this project, inspiring young designers to make a real impact through innovation and creativity. Our actions have consequences for the world,” says Olafur Eliasson, co-founder of Little Sun.

For the lamp to be affordable the overall production price cannot exceed 4 euros, and to ensure the portability of the lamp, it must not weigh more than 300 grams.

A jury of internationally recognized designers, artists and others will review the submitted designs in March 2015, and the winning design will be announced in May 2015.

How to enter *Natural Light*

- Registration for the *Natural Light* competition opens on November 3, 2014. The deadline for submitting a design is March 15, 2015.
- All designs must be submitted as a JPG or bitmap image in a quality that is viewable on a 12.5 inch monitor with a resolution of 1,366 x 768 pixels. Images must be accompanied with a project description of maximum 500 words, written in English. In addition, participants have to submit a 30 sec. video demonstrating the project. Find all specifications on submission at www.naturallight.org

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About the VELUX Group

For more than 70 years, the VELUX Group has created better living environments for people around the world; making the most of daylight and fresh air through the roof. Our product programme includes roof windows and modular skylights as well as a range of decoration and sun screenings, roller shutters, installation solutions and intelligent home controls. These products help to ensure a healthy and sustainable indoor climate; for work and learning, for play and pleasure. We work globally – with sales and manufacturing operations in more than 40 countries and around 10,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by foundations and family. For more information, visit www.velux.com.

About VKR Holding

VKR Holding is the parent company of a group of companies that manufacture, market and sell a range of products including roof windows, vertical windows and accessories under the brands VELUX, VELFAC, RATIONEL and WindowMaster. The company has the objective of

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bringing daylight, fresh air and a better environment into people's everyday lives. On 1 April 2016, VKR Holding will celebrate its 75th anniversary.

About Little Sun

Little Sun is a social business and global project founded by world-renowned artist Olafur Eliasson and engineer Frederik Ottesen to get clean, reliable, affordable light to the 1.2 billion people in the world living in off-grid areas without electricity. The project's first product, the Little Sun solar LED lamp, is sold all over the world. Purchasing Little Suns in areas of the world with electricity makes the lamps available in off-grid areas at reduced, locally affordable prices, where they provide a clean alternative to toxic and expensive fuel-based lighting such as kerosene lanterns. Little Sun addresses the need for light in a sustainable way that benefits off-grid communities by working with local entrepreneurs, creating local jobs, and generating local profits. The Little Sun project was officially launched in July 2012 at London's Tate Modern. Since then, more than 200,000 Little Sun lamps have been distributed worldwide, with almost half going to off-grid areas.

For more information, visit

www.littlesun.com

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